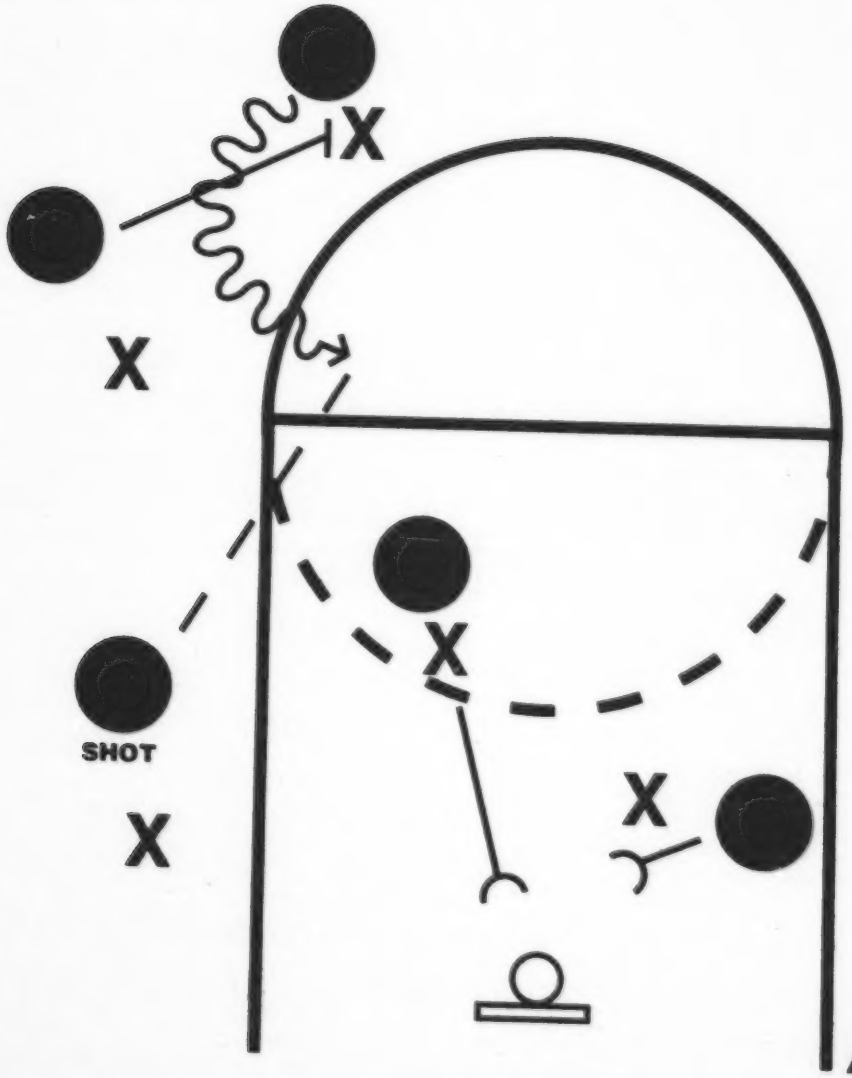
TEAMWORK

ALBERTA SPORT COUNCIL Annual Review For the Fiscal Year April 1, 1989 to March 31, 1990



Alberta Sport Council

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TEAMWORK LEADS THE WAY

Every sport requires a team effort; even individual athletes are members of a team – coaches, trainers, officials, parents and friends – the people who care and offer support in so many ways. For the team to be successful, a concerted effort and strong commitment is required from each member.

The Alberta Sport Council is also a member of a team. Our teammates include Alberta Recreation and Parks, the Alberta Government through its support from the Alberta Lottery Fund, provincial sport associations, the corporate community, municipalities, educational institutions, athletes, coaches, officials and thousands of hard working volunteers. As we enter the 1990s, our team has developed an outstanding strategy for building a solid and accessible amateur sport system for all Albertans.

This annual review is a salute to our partners in sport – here's to our goals and accomplishments, as well as to the merits of teamwork!

To Alberta's Sport Community and the Citizens of Alberta:

From The Minister:

Partnerships, participation, accomplishment and communication are the key principles of the Alberta government's document, Sport Development Strategy Into The 1990's, which was unveiled at Intersport XI in Red Deer in May 1989.

This document, published by the Ministry of Recreation and Parks (Alberta Sport Council and Alberta Recreation and Parks), stated that provincial sport associations, community groups, municipalities, volunteers, leaders, schools and individuals all contribute to build sport in a positive way. After all, sport is an integral component of our society and is a means of achieving and sustaining personal development.

Our goal is to have sport in Alberta accessible for everyone, and while we take pride in the accomplishments of our athletes who took part in such competitions as the Canada Summer Games in Saskatoon, Saskatchewan in 1989 and the Commonwealth Games in Auckland, New Zealand earlier this year, it is Albertans at the grassroots level of sport that we encourage the most. To facilitate that participation and the development of sport we are providing a delivery system which better serves all Albertans.

One small step to that end was the amalgamation of many of the offices of the Alberta Sport Council and Alberta Recreation and Parks to enable us to more efficiently deliver sport services to everyone in every corner of the province.

Dr. Stephen C. West

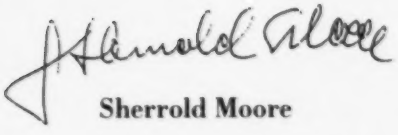
Minister, Alberta Recreation and Parks

From The Chairman:

As we head into the 1990s, the Alberta Sport Council will endeavor to continue to work with its many partners to provide sport opportunities for those Albertans who want to become the best they can be.

Each year, the Council provides the lion's share of funding for Alberta's 83 provincial sport associations. In addition, we are continually enhancing our own existing programs and developing new ones. Already zone playoffs and zone games have been expanded as a lead-up to Alberta Games and to encourage greater participation at the grassroots level.

Looking back on 1989-90 there are many highlights, but four that come immediately to mind include: (1) The outstanding effort the town of Brooks extended to host the 1989 Alberta Summer Games; (2) The rave reviews Camrose received for hosting the 1990 Alberta Winter Games; (3) The immense pride we all felt when seven new inductees were welcomed into the Alberta Sports Hall of Fame and Museum; and (4) The introduction of two important documents – the Education Liaison Committee's Sport and the Education System: Tapping the Potential and the Technical Development Committee's Sport Sciences In Alberta - Implementation Strategy which will help provide direction for the Council as we enter into the 1990s.



Sherrold Moore

Chairman, Alberta Sport Council

From The Managing Director:

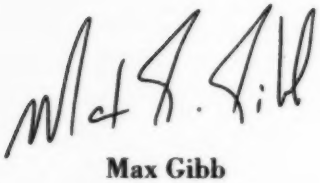
Did you know that Alberta did far more than any other province in making the 1989 "Year of the Coach" campaign a roaring success?

For example, the Alberta Sport Council and Alberta Recreation and Parks developed award certificates for five coaches in each of our municipalities to salute their accomplishments. In addition, we organized a province-wide essay contest for all Alberta primary and secondary students so they could express their appreciation for a special coach – and more than 20,000 provincial coaches were recognized.

The Council also set up the Coaching Employment Program which enabled provincial sport associations and member clubs to hire a total of 41 coaches. We also supported the Coaching Institute, a joint venture with the Coaching Association of Canada, which allowed coaches to obtain a Masters degree in coaching at the universities of Calgary and Alberta.

The Council helped develop successful community coaching conferences in Brooks, Red Deer, Hinton, Wainwright and Grande Prairie. At the third annual Provincial Coaches Symposium, sponsored by the Council and Alberta Recreation and Parks, held in Edmonton last October, two exceptional coaches – Debbie Muir, who guided her synchronized swimming proteges to many Olympic medals and World Championships, and Clare Drake, who holds the North American collegiate hockey record for most wins while with the University of Alberta – were celebrated as female and male coaches of the decade.

We in Alberta are fortunate to have a human legacy that will endure.



Max Gibb

Managing Director, Alberta Sport Council

The Alberta Sport Council: A Valuable Team Member

The Alberta Sport Council came into being on April 1, 1984 as a non-profit, provincial crown corporation dedicated exclusively to amateur sport. It was formed with financial support from lottery revenues to assist provincial sport associations and other members of Alberta's sport team in creating sport opportunities for hundreds of thousands of Albertans from every corner of the province. No other organization of its kind exists in Canada. Together with the other players on Alberta's sport team, the Council helps Alberta athletes of all abilities to pursue their goals and become valuable team members.

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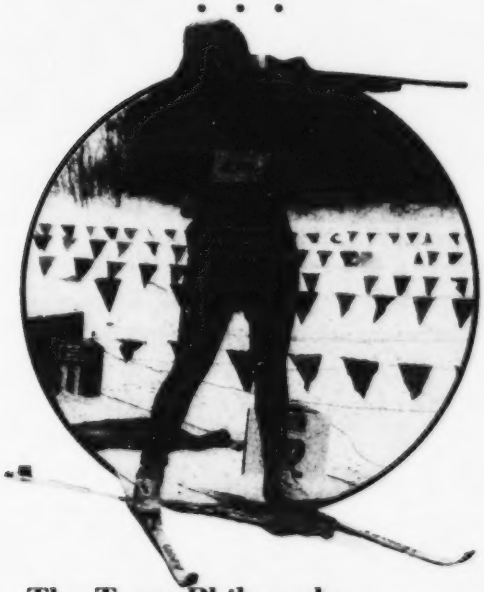

The Team Philosophy

The Council operates under the guiding premise that if Albertans have the desire and talent to succeed in sport, they should have the opportunity.

To fulfill that commitment, the Alberta Sport Council has adopted four primary objectives:

- To enhance the image of amateur sport in Alberta.
- To elicit and maintain the involvement and financial support of the corporate sector – a valuable teammate in amateur sport.
- To work directly with Alberta's 83 provincial sport associations to develop technical programs for athletes, coaches and officials.
- To organize the Alberta Summer, Winter and Seniors Games, as well as other competitions for the developing athlete.

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Sport Strategy

This year the Ministry, comprised of the Alberta Sport Council and Alberta Recreation and Parks, published an important document, **Sport Development Strategy Into The 1990's**, a blueprint for amateur sport in Alberta. It has seven strategies for the Council:

(1) To maintain and develop a stable, diverse and flexible financial base for sport.

The Alberta Sport Council will be actively involved in marketing, promotion and fund-raising activities to raise awareness of the benefits of sport and achieve financial support from the corporate sector.

(2) To provide a wider and more advanced base of technical expertise for sport leaders, coaches, officials and trainers.

This will be achieved by continuing to support the Coaching Employment Program, sport sciences, the Provincial Coaching Institute, officials' clinics, community coaching conferences and other educational programs for technical experts.

(3) To increase sport participation opportunities for all Albertans.

This will entail supporting and enriching such initiatives as torch relays, zone games, zone camps and

other community level programs designed to motivate people toward involvement in sport.

(4) To enhance Alberta's standards of high performance and improve the representation of Albertans at selected major games and competitions.

The pursuit of excellence requires facilities, coaching, training, technical expertise, funding and competition opportunities for the athlete, which will all be addressed.

(5) To improve communication, co-ordination and liaison among all partners in Alberta's sport delivery system.

Initiatives in this area will focus on encouraging greater communication and cooperation with, and among, government departments and agencies, education associations as well as institutions and community groups in areas of mutual interest.

(6) To recognize contributions of individuals or groups to sport development.

The recognition of volunteer and athlete commitments, achievements and contributions to sport is a priority. As a result, the Alberta Sports Hall of Fame and Museum, which honours those who have brought distinction to this province and to themselves through their achievements in competition or through years of meritorious service, will continue to be supported. So too will the Sport Volunteer Awards at Intersport and the Coaching Recognition Awards at the Provincial Coaches' Symposium.

(7) To encourage communities and sport associations to host major games and championships.

Significant, direct economic benefits are often gained by communities that host sports events which in turn help to strengthen and diversify the local and provincial economies.

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1989/90 Budget Allocations by Strategic Objectives:

Increasing Participation	$ 3,550,000.00	29.58%
Promoting Excellence	$ 3,300,000.00	27.50%
Technical Expertise	$ 2,150,000.00	17.92%
Delivery	$ 1,325,000.00	11.04%
Communications	$ 750,000.00	6.25%
Administration	$ 500,000.00	4.17%
Hosting	$ 300,000.00	2.50%
Recognition	$ 125,000.00	1.04%
TOTAL	$12,000,000.00	100%

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Supporting Teamwork

The Alberta Sport Council receives the bulk of its funding from the Alberta Lottery Fund – a total of $9.1 million in 1989-90. Another $2.4 million was generated through corporate sponsorship, individual donations and other revenues. These funds go directly to Alberta's 83 provincial sport associations, local groups and communities as well as towards the delivery of the Council's own programs.

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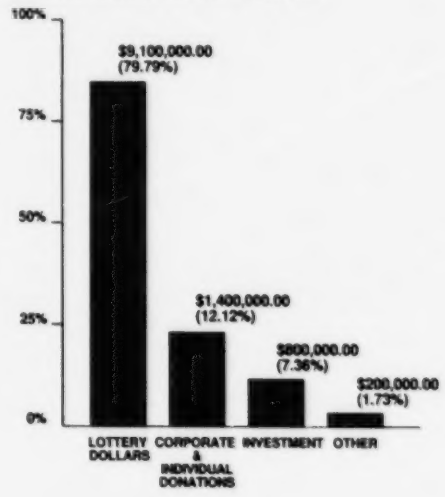
Revenue Generation in 1989/90



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Our Teammates

Tens of thousands of Albertans – athletes, coaches, administrators, officials and volunteers as well as groups and

individuals representing the following sport groups – our teammates – received funding and program support:

Alpine Skiing – Canadian Ski Association – Alberta Division, Alpine

Amputee – Alberta Amputee Sports and Recreation Association

Athletics – Athletics Alberta

Badminton – Alberta Badminton Association

Baseball – Baseball Alberta

Basketball – Alberta Basketball Association

Baton Twirling – Alberta Baton Twirling Association

Biathlon – Biathlon Alberta

Bicycling – Alberta Bicycle Association

Bobsleigh – Alberta Amateur Bobsleigh Association

Bowhunters and Archers – Alberta Bowhunters and Archers Association

Bowling – Bowling Federation of Alberta

Boxing – Alberta Amateur Boxing Association

Broomball – Alberta Broomball Association

Canoeing – Alberta Canoe Association

Cerebral Palsy – Alberta Cerebral Palsy Sports Association

Cricket – Alberta Cricket Association

Cross Country Skiing – Cross Country Alberta

Curling – Alberta Curling Federation

Disabled Skiers – Alberta Association for Disabled Skiers

Diving – Canadian Amateur Diving Association - Alberta Section

Equestrian – Alberta Equestrian Federation

Fencing – Alberta Fencing Association

Field Hockey – Alberta Field Hockey Association and Alberta Women's Field Hockey Association

Figure Skating – Canadian Figure Skating Association - Alberta Section

Football – Football Alberta

Freestyle Skiing – Canadian Ski Association - Alberta Division, Freestyle

Golf – Canadian Ladies Golf Association, Alberta Section Alberta Golf Association

Gymnastics -- Alberta Gymnastics Federation

Handball – Alberta Handball Association

Hang Gliding – Alberta Hang Gliders Association

Hearing Impaired – Alberta Deaf Sports Association

Hockey – Alberta Amateur Hockey Association

Horseshoe Pitchers – Alberta Horseshoe Pitchers Association

Karate – Karate Alberta

Kodokan (Judo) – Alberta Kodokan Black Belt Association

Lacrosse – Alberta Lacrosse Association

Lawn Bowling – Lawn Bowls Association of Alberta

Little League Baseball – Little League Baseball Alberta

Luge – Alberta Amateur Luge Association

Modern Pentathlon – Alberta Modern Pentathlon Association

Netball – Alberta Netball Association

Orienteering – Alberta Orienteering Association

Sport Parachuting – Alberta Sport Parachuting Association

Racquetball – Alberta Racquetball Association

Rhythmic Sportive Gymnastics – Alberta Rhythmic Sportive Gymnastics Federation

Ringette – Ringette Alberta

Roller Skating – Alberta Federation of Amateur Rollerskaters

Rowing – Alberta Rowing Association

Rugby – Alberta Rugby Football Union

Sailing – Alberta Sailing Association

Shooting Sports – Alberta Federation of Shooting Sports

Ski Jumping & Nordic Combined – Canadian Ski Association - Alberta Division, Ski Jumping and Nordic Combined

Sledge Hockey & Ice Picking – Alberta Sledge Hockey and Ice Picking Association

Soaring – Alberta Soaring Council

Soccer – Alberta Soccer Association

Softball – Alberta Amateur Softball Association

Special Olympics – Alberta Special Olympics

Speed Skating – Alberta Amateur Speed Skating Association

Squash Racquets – Alberta Squash Racquets Association

Swimming – Swim Alberta Association

Synchronized Swimming – Synchro Swim Alberta

Table Tennis – Alberta Table Tennis Association

Tae Kwon Do – Alberta Tae Kwon Do Association

Team Handball – Alberta Team Handball Federation

Tennis – Alberta Tennis Association

Triathlon – Alberta Triathlon Association

Visually Impaired – Alberta Sports and Recreation Association for the Blind

Volleyball – Alberta Volleyball Association

Water Polo – Alberta Water Polo Association

Water Skiing – Water Ski Alberta

Weightlifting – Alberta Weightlifting Association

Wheelchair Sports – Canadian Wheelchair Sport Association – Alberta Section

Wrestling – Alberta Amateur Wrestling Association

The following groups, which represent many sports, also received funding and program support:

Alberta **Schools** Athletic Association

The Alberta **Colleges** Athletic Conference

The Alberta **Universities** Athletic Association

The **Sport Medicine** Council of Alberta

The Alberta **Senior Citizens** Sport and Recreation Association

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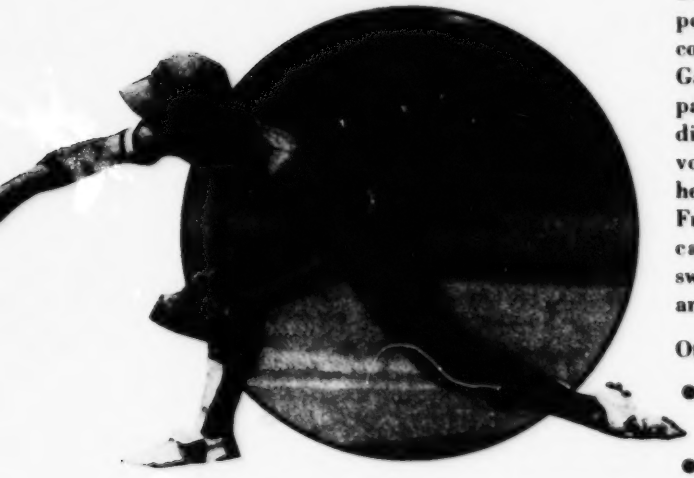
ALBERTA Lotteries

Programs To Increase Participation Opportunities

One of the Council's foremost objectives is to ensure that the benefits of sport participation be readily available to all Albertans regardless of age, ability or area of residence.

Without the involvement of large numbers of athletes, coaches, officials and organizers at the local level, amateur sport as a whole cannot develop. The commitment to sport demonstrated by people in every community is what keeps Alberta's amateur sport base broad and strong.



This year the Alberta Sport Council continued to expand its grassroots base by involving more and more Albertans in the following programs:

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Alberta Summer and Winter Games

Athletes qualify for Alberta Games through playoffs or zone games in each of the Alberta Sport Council's eight provincial zones. Summer Games are held during odd-numbered years and Winter Games during even-numbered years. Each Alberta Games host community receives a $350,000 operating grant from the Council.

On May 27, 1989, it was announced that the 1991 Alberta Summer Games will be held in Stettler on August 7 to 11. On February 12, 1990, Fort McMurray was declared host of the 1992 Alberta Winter Games.

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Brooks Blazes Its Way Into Alberta Summer Games' History

About 3,500 of this province's finest developing athletes and their coaches took part in 23 sports in the 1989 Alberta Summer Games in Brooks. With a population of 9,500, it was the smallest community ever to host an Alberta Summer Games. The 1989 edition was split into two parts with archery, track and field, golf, diving, synchronized swimming, tennis, volleyball, soccer, baseball and triathlon held during the first half, August 9 to 11. From August 11 to 13 there was badminton, canoeing, cycling, equestrian, sailing, swimming, rugby, softball, basketball, rifle and trap shooting, water polo and rowing.

Other highlights included:

- The involvement of 3,000 volunteers, almost one in three of town's residents.
- Zone 3 (Calgary) won the Minister's Cup as most improved zone.
- As a lead-up to the Games, the 1989 Blue Flame Torch Relay, sponsored by Northwestern Utilities and Canadian Western Natural Gas Co. Ltd., involved 500 Alberta teenagers as it started in Strathcona, site of the 1987 Alberta Summer Games, and continued for 600 kilometres to Brooks.
- First-ever province-wide television coverage on CFRN 2&3 in Edmonton, CFCN 4&5 in Calgary, CHAT 3&6 in

Medicine Hat and Cable TV across the province.

- AGT sponsored participants' medallions, zone identification T-shirts and the television package.
- Zone Summer Games were held in Taber (Zone 1), Crossfield (Zone 2), Stony Plain (Zone 5), Lloydminster (Zone 7) and Fairview (Zone 8). About 10,000 young Albertans participated.
- Brooks received a $50,000 legacy fund to commemorate the 1989 Alberta Summer Games.

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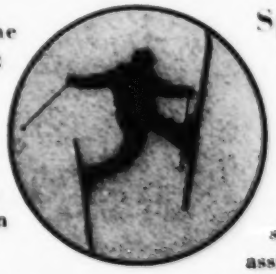
Superlative Alberta Winter Games

"One of the best ever", "very well organized" and "superb" were just a few of the many superlatives used to describe the 1990 Alberta Winter Games in Camrose, February 22 to 25. About 2,500 of this province's up-and-coming athletes gathered to take part in 21 sports, some of which included events for Special Olympians and the physically disabled.

Some other highlights:

- Zone 8 was awarded the Minister's Cup for most improved zone.
- Televised province-wide coverage on CFRN 2&3 in Edmonton, CFCN 4&5 in Calgary and CHAT 3&6 in Medicine Hat.



- AGT sponsored the television package, zone identification jackets and participants' medallions.
- The Camrose Ski Centre was the hub for biathlon, cross country and freestyle skiing, bobsleigh, luge, ski jumping and nordic combined.
- Camrose, population 15,000, used 42 different venues including recreation facilities, schools, community halls and hotels.
- 2,500 volunteers were part of the Games.
- The Camrose Games Society will receive a $50,000 legacy fund to commemorate the 1990 Alberta Winter Games.
- Zone Winter Games were held in Coaldale (Zone 1), Canmore (Zone 2), Castor (Zone 4), Westlock (Zone 5), Wainwright (Zone 7) and Beaverlodge and Hythe (Zone 8). All were winter festivals, complete with opening and closing ceremonies and cultural events.

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Alberta Seniors Games

Every even-numbered year the Council supports this unique sporting event. The Games are open to seniors over 55 years from any part of the province.

- The 1990 Alberta Seniors Games will be held in Hinton, August 22 to 25.

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Sport Outreach Clinics, Camps and Scholarships

Through this program tens of thousands of athletes a year are introduced to specific sports for the first time or are assisted in upgrading their skills in a sport which they already enjoy. For many athletes unable to afford to attend a camp, funding is available through the Council's scholarship program.

- This year, 45,000 participants from 185 communities took part in 1,500 clinics for 51 sports. In addition, 1,890

participants from 22 communities were involved in 31 sports through 71 single sport and 6 multi-sport camps. As well, 1,300 athletes received scholarships to attend these camps. A total of $114,000 in financial aid was provided.

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Local Sport Development Projects

Through this program, local sport clubs can apply to the Council for funding towards equipment purchases, coaching services and other worthwhile projects. During the 1989-90 year, 384 Local Sport Development Projects' applications were approved for a total of $855,970.

Examples:

- Zone 1 – The Oldman River Canoe and Kayak Association of Lethbridge received $800 towards the purchase of an isokinetic resistance machine for the training of whitewater paddlers.
- Zone 2 – The Airdrie Swim Club received $4,000 in order to hire a full time head coach.
- Zone 3 – The Calgary Amateur Wrestling Association received $9,657 for the purchase of a wrestling mat, crash pads and throwing dummies for the wrestling program.
- Zone 4 – Red Deer Special Olympics received $2,600 for the purchase of athletic equipment for the Special Olympics program.
- Zone 5 – The Westlock Cross Country Ski Club received $2,150 to buy track setting equipment for the cross country ski program.
- Zone 6 – The Edmonton Rhythmic Sportive Gymnastics Association received $8,000 towards the hiring of a coach for the competitive rhythmic gymnastics program.
- Zone 7 – The Fort Chipewyan Cross Country Ski Club received $3,200 for cross country ski equipment.
- Zone 8 – Karen Wolski of Hines Creek received $650 towards her track and field training costs.

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Innovative Projects

The purpose is to support selected sport development activities at the provincial level and to respond to the emergent needs of provincial sport associations which may arise throughout the year.

Examples:

- The Alberta Soccer Association received $1,500 towards the development of an audio/visual package designed to aid coaches in the task of coaching a young team for the first time. This was a pilot project that may be expanded into a series of "Coaching Is Fun" tapes.
- The Bowling Federation of Alberta received $7,500 towards a training seminar for Golden Age program coordinators from throughout the province.
- $3,095 was allocated to the Alberta Gymnastics Federation to develop a club start-up package – "Getting

Started" - to be used by groups planning to develop a gymnastics program or club within their community.

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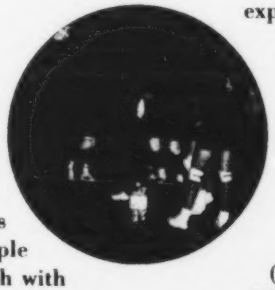
Programs To Develop Technical Expertise



Like athletes, coaches and officials must also receive a solid grounding in the fundamentals. To act as strong leaders in the sport system, these people require a means to stay in touch with the latest developments in sport programming and technical skills.

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National Coaching Certification Program

This program, coordinated by the Coaching Association of Canada, (CAC) provides upgrading courses for volunteers and professional coaches. The Council promotes members of provincial sport associations to attend technical, practical and course conductor clinics.

- 53 associations received support for 334 technical (sport specific) clinics involving 4,917 coaches.
- Generally, this support was directed toward higher level NCCP clinics and/or course conductor training costs and was intended to promote and develop the technical expertise of coaches throughout Alberta.
- Note: Numerous other NCCP (theory) clinics were offered and/or supported by our partner, Alberta Recreation and Parks.

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Coaching Clinics

These are conducted by provincial sport associations who do not have a National Coaching Certification Program (NCCP) technical course or to augment coaches' development for sports with NCCP. Financial assistance is provided by the Alberta Sport Council for clinician expenses.

- Support was provided to 45 associations to conduct 175 clinics involving 2,947 participants.
- Generally, these clinics are supplementary to the NCCP and are introductory (i.e. regional, zone level and pre-NCCP) in nature.
- The nomenclature varies from sport to sport as does the focus of each clinic. For example, soccer and hockey provided goaltending specialty clinics, cross country skiing hosted jack rabbit clinics and major provincial symposiums were held for alpine skiing, wrestling and basketball.

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Officials' Clinics

These clinics are conducted for officials by provincial sport associations with financial assistance from the Council.

- Support was provided to 58 associations for course conductor costs. 453 clinics were offered involving 4,720 participants desiring to enhance their skills.

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Hiring Professional Technical Staff

- Through this program, support funding is provided by the Council to provincial sport associations for hiring technical experts in their sports.
- A total of 44 individuals were supported to provide technical expertise for the coordination and advancement of provincial sport association activities. These people were employed as technical directors, program coordinators or program directors.

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Year of the Coach

- 1989 "Year of the Coach" was a joint federal and provincial government program to increase the profile of coaching. In Alberta, the Council

oversaw this initiative and assisted with promotions and the development of coaching programs.

- The Council, working together with provincial sport associations and municipalities provided for coaching awareness and recognition programs. Community Coaching Conferences were held in Brooks (Zone 1), Red Deer (Zone 4), Hinton (Zone 5), Edmonton (Zone 6), Wainwright (Zone 7) and Fairview (Zone 8) during 1989.
- A province-wide "Year of the Coach" essay contest was organized for all school students who wrote about "Why My Coach Is Someone To Look Up To." Over 20,000 entries were received from all corners of the province. The winners and their coaches received a track suit, a plaque and were introduced in the Legislature on June 9, 1989.
- The Council's Coaching Employment Program was introduced during the "Year of the Coach" campaign and 41 coaches were hired. This program will be continued with ongoing support from the Council.

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Master Coach and Official

Alberta elite coaches and officials receive funding to access specialized improvement opportunities outside Alberta. Expert coaches and officials are also brought into the province to conduct a wide variety of leadership programs.

- Support was provided to 56 associations to assist them in developing coaches and officials by providing educational opportunities at the national and international level.
  - 78 coaches attended upgrading opportunities outside Alberta.
  - 32 national or internationally recognized coaches were brought to Alberta to conduct clinics.
  - 43 officials travelled outside Alberta for educational opportunities.
  - 7 master officials visited Alberta to offer officiating programs.
- Some specific examples included:

  (1) Soccer – Bert Van Lingen, a coach from the Netherlands, and Keith Hacket, a referee from United Kingdom, were invited to share

their expertise.

(2) Wrestling – 3 individuals attended major international meets (Cuba, Greece, Switzerland) in order to maintain their international accreditation.

(3) Water Skiing – Peter Everitt arrived from Florida to train Alberta athletes.

(4) Disabled Skiing – Coach Tim Kehoe was sent to a training camp in Sweden.

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Coaches' Symposium

- The third annual Provincial Coaches Symposium was held October 12 to 14 in Edmonton. It further enhanced the "Year of the Coach" campaign and was co-sponsored by the Alberta Sport Council and Alberta Recreation and Parks. Attending the symposium were 132 of Alberta's top coaches. Seven coaches were honoured – five as Coach of the Year and two as Coach of the Decade. Debbie Muir, Canada's synchronized swim coach, and Clare Drake, a former University of Alberta hockey coach, were celebrated as Alberta's female and male coaches of the decade. The others honoured were: Michael Jirnaek, figure skating; Leslie Sproule, synchronized swimming; Milan Uremovic, rowing; Carole Larsen, curling; and Peter Connellan, football.

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Alberta
RECREATION AND PARKS

Programs to Promote Excellence

Albertans have always taken great pride in our athletes who have achieved excellence in sport. Alongside the Council's grassroots programs for mass participation, we also provide continual improvements in coaching, technical expertise, funding and competition opportunities for our best, developing athletes.

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Talent Identification

Athletes with potential are pinpointed by provincial sport associations at training camps, province-wide coaches' tours and physiological testing sessions.

- In 1989-90, 58 associations were assisted to progressively screen athletes displaying the greatest potential.

- Support was primarily for camps, testing or evaluation (scouting) programs and for individual/single camps or opportunities for ongoing (annual or year-round) identification. In total, 247 opportunities for 15,488 participants were provided.

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Training High Performance Athletes

Once athletes are identified, the Council provides funds to provincial sport associations so they can organize training camps for athletes, send them to competitions and help defray the expenses of their coaches.

- 57 associations were assisted with camps, competitions and other training (i.e. testing, evaluation, monitoring)

opportunities for the ongoing development of athletes. In total, 208 opportunities for 7,778 participants were provided.

- A few examples:

  (1) Synchronized Swimming – Assistance to attend an international training camp and competition in Zurich, Switzerland.

  (2) Ringette – Funding toward participation in World Championships in Gloucester, Ontario.

  (3) Alpine Skiing – Athlete training programs in Austria and Colorado.

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Canada Games Enrichment

Support was provided for 36 associations to prepare athletes and coaches for the following competitions: 1989 Canada Summer Games (Saskatoon); 1990 Western Canada Summer Games (Winnipeg); 1991 Canada Winter Games (Prince Edward Island).

- Funding was directed toward testing and evaluation of athletes, the provision of development camps and competitive opportunities, equipment purchases and uniforms. There were 151 opportunities supported which involved 4,637 participants in preparatory activities leading up to the Games or as participants in the Games as members of the Team Alberta contingent.

- Two examples:

  (1) Diving – 20 athletes went to Mexico to train with the Mexican national team in preparation for the 1990 Western Canada Summer Games.

  (2) Athletics – 6 athletes were sent to a training camp and dual meet in Malev, Hungary prior to the 1989 Canada Summer Games.

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The Alberta Athlete Development Program

Provides financial assistance to Alberta's top developing athletes as selected by their provincial sport associations to assist them in achieving national ranking. The money is used to help offset personal costs while training and competing.

- Support was provided to 55 sports and/or directly to the 856 high performance athletes (289 females and 567 males) to assist them in achieving national team ranking. Two levels of assistance ($1,200 and $750) were available depending on the athlete's level of excellence and commitment to training. In addition, 190 athletes – 62 females and 128 males – received a total of $193,500 to assist them with extraordinary training or competition costs as part of a "special needs" program.

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Participation In Western Canadian and Canadian Championships

Support was provided to 38 sports to help reduce the expenses incurred by clubs and teams representing Alberta at recognized Western Canadian championships held in various locations in the four Western provinces and two territories. There were 1,139 Alberta participants in 51 championships.

In order to offset costs incurred by Alberta clubs/teams representing the province at recognized Canadian championships, support was provided to 1,629 athletes in 65 sports at 86 championships.

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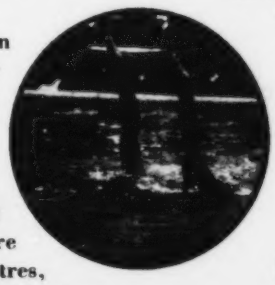
Sport Training Centres

Funding is provided to provincial sport associations to help establish provincial, regional and national training centres.

- 6 centres were supported during 1989-90 which allowed national and provincial level athletes and coaches to train in the best possible environment.
- At the Western Canadian level there was a soccer centre in Edmonton; while at the provincial level there were three centres – biathlon in Camrose and athletics in both Edmonton and Calgary. Finally, there were three national level centres, all in Calgary – badminton, hockey and volleyball.



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Opportunities for the Development of Athletes With Disabilities

This program is designed to provide assistance for the encouragement, development and promotion of physically challenged athletes.

- Examples of projects included:

(1) Lawn Bowling, Disabled Skiing, Cerebral Palsy, Wheelchair Sports – assistance for athletes to participate in World Championships.

(2) Cerebral Palsy – Purchase of two custom racing wheelchairs.

(3) Disabled Skiing – Development of audio-visual teaching aids.

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Intersport

- The Intersport XI Conference, attended by 400 delegates, was held May 4 to 6, 1989 in Red Deer. The theme was "The Team Behind The Athlete." It was co-sponsored by the Alberta Sport Council and Alberta Recreation and Parks, and featured the Sport Volunteer Recognition Awards. Nine worthy recipients--Denis and Dorene Belair, Lorna Braden, Ardell Clark-Tronnes, Albert Hauptman, Carrie Nelson, Paul Riopel, Elsie Sasaki and Leroy Walker--were honoured by Dr. Stephen C. West, Minister of Recreation and Parks.

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Hosting Program

Many benefits accrue to a community which hosts major games and events. They include a legacy of programs, services, facilities and accomplishments which remain after the event is completed.

This year the Council supported 39 competitions:

- 22 Western Canadian, 6 North American, 10 international and 1 international bid presentation.

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Fund-raising

Teamwork is a key ingredient in the success of all Alberta Sport Council programs and our Sport Marketing Division is certainly no exception.

One of the Council's foremost priorities is the development and maintenance of a stable, diverse and flexible financial base for sport. While the major source of Council funding is the Alberta Lottery Fund, we have also developed sport marketing strategies designed to foster long-term, mutually beneficial partnerships between amateur sport and Alberta's business community.

Over the past fiscal year, corporate contributions have enabled the Alberta Sport Council and its partners to deliver increasingly accessible and innovative services.

Some of the highlights of this sport/business partnership include AGT's sponsorship of participant identification T-shirts and jackets and medals for both the 1989 Alberta Summer Games and the 1990 Alberta Winter Games.

In addition, the Games received first time ever, province-wide television coverage, sponsored by AGT, with an estimated total audience of 3.3 million. Meanwhile, donations from Amoco Canada Petroleum and Alberta Energy Company paved the way for some of the most spectacular opening and closing ceremonies ever staged at the Alberta Games. Canadian Western Natural Gas and Northwestern Utilities also helped carry the excitement of the Alberta Summer Games across the province with the 1989 Blue Flame Torch Relay.

The total value of all corporate donations to the Alberta Sport Council during 1989-90 was $461,342. We are grateful for the ongoing support and generosity of all of our sponsors – they are invaluable members of Alberta's amateur sport team.

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Our Corporate Sponsors

AGT

- Sponsorship of participant T-shirts and jackets identification and medals for Alberta Summer and Winter Games.
- Television package for Alberta Summer and Winter Games.

Alberta Energy Company Ltd.

- Cash donation for Coaching Recognition Program and sponsorship of Opening and Closing Ceremonies for the 1990 Alberta Winter Games.

Alberta Natural Gas

- Cash donation.

ANDRES AGT Safeway Blue NOVA

Amoco Canada Petroleum

- Sponsorship of Opening, Welcoming and Closing Ceremonies for the 1989 Alberta Summer Games.

Andres Wines

- Product donation.

Canada Safeway

- Cash donation towards the Alberta Summer and Winter Games.

Canadian Western Natural Gas/Northwestern Utilities

- Sponsorship of Blue Flame Torch Relay

Labatt's Alberta Brewery

- Cash donation towards the Alberta Sports Hall of Fame induction banquet and product donation.

Nova Corporation of Alberta

- Cash donation and printing services donation.

Pepsi-Cola Canada Ltd.

- Product donation and sponsorship of Alberta Games' signage.

In addition, the Council received $953,752 in individual Sportfund donations. These dollars went directly to support Alberta's provincial sport associations, Zone Games and Alberta Games.

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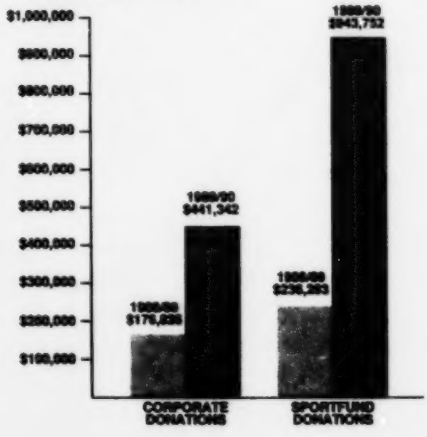
Donations to the Alberta Sport Council 1988/89 and 1989/90:



Communications

For Alberta's sport delivery system to be effective, there must be consistent communication amongst all partners as well as the general public. The Council's contribution to this communication network included the following accomplishments:

- In September 1989, a new audio-visual presentation was released by the Council entitled "The Best, For All." This production was designed to provide a simple and entertaining explanation of our services and will be used as a component of our marketing and fund-raising program.

- Four issues of *Alberta Sport Report* magazine were distributed to over 85,000 readers from every corner of the province. The magazine provided a concise look at current amateur sport events in Alberta, as well as informative views on the issues facing the sport community as a whole.

- Two update packages were distributed to provincial government representatives including Games' results, lists of Games' participants and scholarship recipients from each constituency, Local Sport Development funding allocation and coming events information.

- The Alberta College of Art Public Advertising Program provided 18 provincial sport associations with free artwork for event promotion and agency identification purposes. This program was a practicum project for commercial design students in their final year of study at the Alberta College of Art. In 1989, 29 students (over half of the total class) completed projects for provincial sport associations.

- Promotional packages were produced for both the 1989 Alberta Summer Games and 1990 Alberta Winter Games. Each package consisted of a poster, brochure and rules book and was distributed to community centres, recreation boards, municipalities, sport facilities, tourist information centres, Alberta Treasury Branches, Alberta Lotteries retailers and other appropriate locations throughout the province.

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Volunteers – The M.V.P.'s of Alberta's Amateur Sport Team

The Alberta Sport Council has a small staff, but its bench strength is enormous thanks to thousands of volunteers. Key

members of this crucial team are the Council's board of directors and committee members. All are dedicated, hard working people with a proven commitment to the Council and its goals.

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Board of Directors
Sherrold Moore, Chairman, Calgary
Don Moore, Vice Chairman, Red Deer
Gary Belecki, Calgary
Kelly Blackshaw, Calgary
Ches Dicks, Fort McMurray
Joan French, Calgary
Doug Fulford, Sherwood Park
Dr. John Irwin, Crowsnest Pass
Vic Juba, Lloydminster
Orest Korbutt, Edmonton
Jack McAvoy, Manning
A.J. ("Perky") McCullough, Grande Prairie
Al Qually, Olds
Gwen Smith, Edmonton
Robert D. Young, Sherwood Park
Julian Nowicki, Deputy Minister, Alberta Recreation and Parks, Edmonton
Max Gibb, Secretary to the Board and Managing Director, Alberta Sport Council, Calgary

Marketing Committee Members
Doug Fulford, Chairman, Sherwood Park
Marilyn Haley, Red Deer
Alfred Fischer, Calgary
A.J. ("Perky") McCullough, Grande Prairie
Dennis Merrell, Edmonton
Dick Wilson, Calgary

Games & Competitions Committee
Vic Juba, Chairman, Lloydminster
Kelly Blackshaw, Calgary
Don Moore, Red Deer
Val Oleksby Greenslade, Edmonton
Ron Linford, Edson
Mike Supple, Fort McMurray
Logan Tait, Lethbridge
Dwight Ganske, Director, Provincial Recreation and Sport Branch, Alberta Recreation and Parks, Edmonton

Technical Development Committee
Orest Korbutt, Chairman, Edmonton
Dr. Gary Bowie, Lethbridge
Jim Carr, Fort Saskatchewan
Myrna Empey, Calgary
R. Murray Finnerty, Assistant Deputy Minister, Alberta Recreation and Parks, Edmonton
Arlene McGinn, Calgary
Darwin Park, Spruce Grove
Jean Proft, Barrhead
Al Qually, Olds
Bob Young, Sherwood Park
Kelly Kryczka Irwin, Calgary

Cultural Advisory Committee
Alice Kulak, Chairman, Edmonton
Ron duFort, Calgary
Carol-Lee Eckhardt, Grande Prairie
Fred Guy, Calgary
Don Hutchinson, Camrose
Jeanne Lutes, Brooks
Don Mallon, Sherwood Park
Brenda Ritz, Vermilion

Alberta Sports Hall of Fame & Museum Committee

Dr. Herb McLachlin, Chairman, Edmonton
Gary Belecki, Calgary
Jim Cassidy, Calgary
Elaine Ell, Edmonton
Gordon Fox, Calgary
Ken Hammer, Red Deer
Marty Knack, Edmonton
Karen Krycuka, Calgary
Ken Newans, Calgary
Enid Pepper, Lethbridge
Rick Schott, Calgary

Brooks – 1989 Alberta Summer Games Board of Directors

Tom Krahn, Chairman
Keith Boquist, Vice-Chairman
Jeanne Beny, Protocol
Jim Castle, Facilities
Scott Egger, Friends of the Games
Ron Enevold, Food and Accommodation
Stu Gilborn, Sport
Stu Johnson, Transportation
Bruce Klaiber, Volunteers
Jeanne Lutes, Culture
Elmer Smith, Communications
Monte Solerg, Promotion
Elenn Ravnsborg, Administration

Camrose – 1990 Alberta Winter Games Board of Directors

Dale Toogood, Chairman
Bill Fowler, Co-Chairman
Dana Andreassen, Administration
Bernie Boser, Food and Accommodation
Fran Bowlan, Protocol
Chris Clarkson, Recreation Department Representative
Don Hutchinson, Culture
Denis Johnson, Civic Pride
Linda Mazurenko, Secretary-Treasurer
Roly Melin, Registration
Errol Moen, Sport
Terry Ofrim, Safety and Communications
Al Rostad, Promotion
Greg Scott, Friends of the Games
Grant Skippen, Facilities
Marian Williams, Transportation

Zone Committees

Zone 1 – Sunny South

Dr. John Irwin, Chairman, Crowsnest Pass
Keith Boquist, Brooks
Bill Powlyk, Nanton
Leigh Smythe, Medicine Hat
Doug Harker, Alberta Recreation and Parks, Lethbridge
Malcom Kano, Alberta Sport Council, Lethbridge

Zone 2 – Big Country

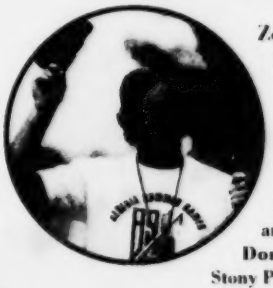
Al Qually, Chairman, Olds
Richard Ellum, Okotoks
Gerry Percy, Banff
Marg Trachsel, Strathmore
Guy Sunada, Alberta Recreation and Parks, Calgary
David Turnbull, Alberta Sport Council, Olds

Zone 3 – Calgary

Joan French, Chairman, Calgary
Gary Belecki, Calgary
Dick Molyneaux, Calgary
Ron Urton, Calgary
Guy Sunada, Alberta Recreation and Parks, Calgary
Roger Wolfe, Alberta Sport Council, Calgary

Zone 4 – Parkland

Don Moore, Chairman, Red Deer
Barry Findlater, Rocky Mountain House
Neil Johnston, Camrose
Mary Rains, Lacombe
Vic Moisan, Alberta Recreation and Parks, Red Deer
Vicki Berger, Alberta Sport Council, Red Deer



Zone 5 – Black Gold/Yellowhead

Doug Fulford, Chairman, Sherwood Park
George Bergquist, Drayton Valley
Dan Sales, Jasper
Roger Scott, St. Albert
Cynthia Johnston, Alberta Recreation and Parks, Edson
Donna Sokolic, Alberta Sport Council, Stony Plain

Zone 6 – Edmonton

Gwen Smith, Chairman, Edmonton
Audrey Ackroyd, Edmonton
Bill Butler, Edmonton
Dennis Holliday, Edmonton
Gary Sebulsky, Alberta Recreation and Parks, Edmonton
Brent McFarlane, Alberta Sport Council, Edmonton

Zone 7 – Northeastern Alberta

Ches Dicks, Chairman, Lloydminster
Vic Juba, Lloydminster
Parish Tung, Heinsburg
Barry Romanko, Alberta Recreation and Parks, St. Paul
Gayle Zajac, Alberta Sport Council, Lloydminster

Zone 8 – Peace Country

Jack McAvoy, Chairman, Manning
Rhonda Groom, Slave Lake
Lew Johnson, Peace River
Perky McCullough, Grande Prairie

Bob Shillington, Alberta Recreation and Parks, Grande Prairie
Kevin Arnsdorf, Alberta Sport Council, Grande Prairie

How We Operate

The Council has an administrative office in Calgary, a technical development office in Edmonton and eight zone offices, which serve every part of the province.

Alberta Sport Council Head Office
Hanover Place, Suite 450,
101 - 6th Avenue S.W.
CALGARY, Alberta T2P 3P4
Telephone: (403) 297-2503
FAX: (403) 297-6669

Technical Development Section
Harley Court Building, 7th Floor
10045 - 111th Street
EDMONTON, Alberta T5K 1K4
Telephone: (403) 482-4835
FAX: (403) 488-9755

Zone Offices:

Zone 1 – Sunny South
Rm. 406, 200 - 5th Ave. S.
Administration Building
Bag Service #3014
LETHBRIDGE, Alberta T1J 4C7
Telephone: (403) 381-5441

Zone 2 – Big Country
Provincial Building,
Box 2572 (5030 - 50th St.),
OLDS, Alberta T0M 1P0
Telephone: (403) 556-4302

Zone 3 – Calgary
P.O. Box 2100, Station "M",
4th Floor, 205 - 8th Avenue S.E.,
CALGARY, Alberta T2P 2M5
Telephone: (403) 268-5288

Zone 4 – Parkland
Provincial Building,
4920 - 51st Street,
RED DEER, Alberta T4N 6K8
Telephone: (403) 340-5529

Zone 5 – Black Gold/Yellowhead
Provincial Building,
4709 - 44th Avenue
STONY PLAIN, Alberta T0E 2G0
Telephone: (403) 963-9158

Zone 6 – Edmonton
10320 - 102nd Avenue,
P.O. Box 2359,
EDMONTON, Alberta T5J 2R7
Telephone: (403) 428-3990

Zone 7 – Northeastern Alberta
Provincial Building,
5124 - 50th Street,
LLOYDMINSTER, Alberta T9V 0M3
Telephone: (403) 871-6430

Zone 8 – Peace Country
Provincial Building,
10320 - 99th Street,
GRANDE PRAIRIE, Alberta T8V 6J4
Telephone: (403) 538-5247

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